

Governor's 2004 ECONOMIC DEVELOPMENT FORUM

DECEMBER 1 • TACOMA, WASHINGTON

SEND FORM & PAYMENT TO

Economic Development Forum
c/o Association of Washington Cities
1076 Franklin St SE
Olympia, WA 98501-1346
Fax: 360-753-0149

MAKE CHECKS PAYABLE TO
Association of Washington Cities
Tax ID # 91-6000045

Please include your registration form with payment.

REFLECTING ON THE PAST
BUILDING FOR THE FUTURE

SPONSORS



I invite you to participate in the Governor's 2004 Economic Development Forum, December 1st in Tacoma.

The forum will have a more focused format than in previous years building on the exceptional work that has occurred from utilizing

the "Priorities of Government" methodology. This method of budgeting based on results, has established a clear set of results that citizens expect from state government and reprioritizes state spending to focus on services that will achieve economic vitality in communities. The approach has allowed us to lay the foundation for responsible state spending, not only now, but in the future. The forum theme, *Reflecting on the Past, Building for the Future*, will highlight our successes and acknowledge the significant transitions that lie ahead for so many vital programs.

We have a lot to celebrate and a lot to look forward to. Washington is coming out of recession more rapidly than most states in the country. Our winning bid for the next generation of Boeing commercial aircraft, our outstanding relationship with Microsoft and other world-class innovative companies, and our capacity for leading-edge research in health and biological sciences show that Washington has a strong foundation for further economic growth.

Building on this success requires thoughtful allocation of scarce resources given the difficult budget situation we all face. With that in mind, this year's forum will focus on four areas – developing markets; promoting innovative businesses; expanding infrastructure; and facilitating planning and leadership – identified by our Priorities of Government process as essential to the future of our state. We will hear best-practice examples of each issue from around the state, and during lunch, the best-of-the-best in these four areas will be recognized in an awards program.

I look forward to seeing you in Tacoma. I am confident that you will gain tools, information and knowledge you need to further strengthen the economic vitality of your communities and our entire state.

Sincerely,

Gary Locke
Governor

STATE OF WASHINGTON
DEPARTMENT OF COMMUNITY,
TRADE AND ECONOMIC DEVELOPMENT
PO Box 42525
Olympia WA 98504-2525

Governor's 2004



ECONOMIC DEVELOPMENT FORUM

REFLECTING ON THE PAST
BUILDING FOR THE FUTURE

Greater Tacoma Convention & Trade Center
December 1, 2004 • 8:30- 2:00



Share strategies that have created unique economic development successes

Recognize some of the outstanding people and projects in the field

Discuss best practices that have led to economic vitality

Identify economic development tools that relate to the “Priorities of Government” (POG) budgeting approach



Wednesday, December 1, 2004

7:30 - Registration check-in begins/
continental breakfast

8:30 - 9:00 - Forum welcome
and introductions

Juli Wilkerson, Director, Washington State
Department of Community, Trade and
Economic Development

Mayor Bill Baarsma, City of Tacoma

9:00-10:30 - Concurrent breakout sessions
and discussion

Supporting Entrepreneurs and
Innovative Companies

Washington is home to some of the most innovative
companies in the world. But the competition among states
and companies to retain market leadership is fierce. This
panel will explore the tools available to entrepreneurs and
how communities can access them to support and expand
homegrown innovative companies.

- Moderator: Lee Cheatham, Executive Director, Washington
Technology Center
- Patrick Jones, Director of External Relations, Spokane
Intercollegiate Research and Technology Institute (SIRTI)
- Susannah Malarkey, Executive Director, Technology Alliance
- John Vicklund, President, Washington Manufacturing Services

Group Discussion: What policy and program strategies can give
Washington companies a competitive edge? What are some
examples of public strategies to promote the next generation
of technologies and products? In the years ahead, what tools
are required to
stay ahead in the
global race for
innovation?



Promoting Washington Products
and Developing New Markets

The key to economic success is tapping new markets,
particularly export markets. Creating brand identity, building
international relationships, capitalizing on our tourist
destinations – these and other efforts to promote Washington
companies and destinations are essential to growing the
Washington economy. This session will share some of the best
recent examples of promoting Washington products.

- Moderator: Michael Tracy, Executive Director, Grays Harbor
Economic Development Council
- Mona Gates, Director, Business Development and
Marketing, Clallam County Economic Development Council
- Roger Knutson, Owner, Knutson Farms
- Andy Perdue, Editor, Wine Press Northwest Magazine

Group Discussion: In a crowded marketplace, how do we make
Washington and Washington products stand out? How do we
build on these examples at the state level or encourage these
strategies in more local areas? How can rural markets take
advantage of promoting their products?

10:30-10:45 - Break

10:45-12:15 - Concurrent breakout sessions
and discussion

Investing in Infrastructure

Infrastructure is often the glue that holds an economic
development project together. These investments can make
or break a development strategy, yet the mix of actors and
strategies makes coordination difficult. This panel will look at
how different infrastructure projects were accomplished and
the effect they had on the community.

- Moderator: Mayor Cary Bozeman, City of Bremerton
- Tami Garrow, President/CEO, Satsop
Public Development Authority
- Pam Kelley, Principal, PK Consulting
- Alex Pietsch, Administrator, Economic Development,
Neighborhood & Strategic Planning Department, City of Renton

Group Discussion: Given the importance of these investments,
what are some good examples of strategic infrastructure
investment? Looking to the future, are there new policies or
practices that can increase the return on these investments?

Promoting Leadership and Planning

Local achievements have created a wide variety of innovative
approaches to planning, community engagement, and
coordination across geographic and program boundaries.

These leadership and planning strategies produced results



that are significantly
greater than the
sum of the parts.
This panel will
explore some
creative, successful
approaches that
have created jobs
and increased the
community tax base.

- Moderator: Tim Farrell, Acting Executive Director,
Port of Tacoma
- Monica Babine, Coordinator, e-Work Programs, Washington
State University Center to Bridge the Digital Divide
- Bob Drewel, Executive Director, Puget Sound Regional
Council
- Dr. Steven VanAusdle, President, Walla Walla
Community College
- Representative from Puyallup Indian Tribe, TBA

Group Discussion: How can these practices be advanced in
other communities? What strategies are available that will
create a new generation of leaders in our communities? How
can we get youth involved in planning for their generation?

12:30-2:00 - Lunch

Governor Locke “Reflecting on the Past, Building for the Future”
Economic Development Awards presentation
Governor Elect (invited)

Register now to reserve your space!

On-line registration is available at
www.cted.wa.gov/edforum2004

Location and Lodging

The forum will take place at the newly opened Greater Tacoma
Convention & Trade Center in downtown Tacoma. Special
lodging rates are available at the adjacent Sheraton Tacoma
Hotel until **November 15** on a space available basis. Please
ask for the Governor’s Forum rate.

Sheraton Tacoma Hotel, 1320 Broadway Plaza, Tacoma WA 98402
For reservations please call 1-888-627-7044 or 253-572-3200
Rate: \$95 plus tax for single occupancy and \$105 plus tax for
double occupancy

Airport Shuttle

Shuttle service from SeaTac Airport is available through
Capital Aeroporter for \$23 one-way or \$45 round trip.
For reservations please call 1-800-962-3579 or visit
www.capair.com for more information.

About Tacoma

Clear views of Mount Rainier and the glistening water of the
Puget Sound offer a dramatic backdrop for Tacoma. In the midst
of this natural beauty is a downtown in renaissance. Among the
many exciting places to stay, visit, dine and shop are several new
attractions including a world-class glass museum, arts museum,
and convention center. This destination offers all the amenities
of a big city with the charm of a small town.

Awards Presentation

The Economic Development Awards acknowledge and
recognize individuals, organizations, communities, regions and
agencies that have achieved excellence in their field. Recipients
of the 2004 awards will be honored by Governor Locke during
a special luncheon presentation. Join your colleagues as we
recognize achievements and successes from around the state.

Attire

Business attire is recommended.

Special Needs

The conference site is fully accessible. If you need special
accommodations please contact Linda Alongi at CTED, 360-
725-4031 at least two weeks prior to the conference.

For More Information

Program: Maury Forman at mauryf@cted.wa.gov or 206-256-6110
Registration: Eunice Gonzalez at euniceg@awcnet.org or
360-753-4137

Refund and Cancellation Policy

All cancellations must be received via e-mail by
11/23. No-shows and cancellations made after 11/23
will be invoiced. Substitutions can be made by
contacting Eunice Gonzalez.

REGISTRATION FORM

Please type or print clearly and complete one
form per person. Photocopy form for additional
attendees. Confirmations will be sent via email.
Space is limited, so register early!

Name	
Title	
Agency/Company	
Mailing Address	
Mailing Address 2	
City	
State	Zip+4
Phone	
Fax	
Email	

Please note: Information provided above will be included
in the conference roster available to all participants.

FEES

- Early Rate (registration received by 11/23): \$50
- Late Rate (registration received after 11/23): \$75

AMOUNT ENCLOSED \$.
Registration fee includes continental breakfast and lunch.
Will you attend lunch? ☐ yes ☐ no

SPECIAL DIETARY NEEDS

- ☐ Vegetarian meal
- ☐ Other, please specify:.....

PAYMENT METHOD

- ☐ Purchase Order #:.....
- ☐ Invoice needed
- ☐ Check enclosed

Register on-line at www.cted.wa.gov/edforum2004